

### **Abstract**

In this study, the writer discusses about Orientalism issues shaped in the Pepsodent Sensitive Expert TV advertisement (Nadya Hutagalung Version). The representation of the Western scientists and the Eastern people portrayed in the advertisement is the main topic of this study. As a result, the objective of this study is to reveal the representation of the West and the East shown in the advertisement. This study is conducted in the framework of the semiotic approach. This study focuses only on the representation of the West and the East in the advertisement by using the binary opposition concept. Then the writer classifies and analyzes the data found by using orientalism theory since the orientalism issues showing binary oppositions between the West and the East are frequently shown in the advertisement. The East, or the Orient, is continually represented as the myth believer, while the West is identical with the rationality and the advanced technology. It is done to persuade the consumers to buy the products, namely Pepsodent Sensitive Expert.

**Keywords :** Semiotic, Orientalism, Western, Eastern.

“Life isn't about finding yourself.

Life is about creating yourself.”

— George Bernard Shaw —